DESIGN DIRECTION 1
Wait Screen with Copy Option 1 and Share Option 1

.mozilla

Firebox Live

Soft and furry mascot.
HARD AND FAST IDEALS.
No other browser puts your needs, privacy and experience first. As a non-profit, it’s our mission to protect you and all that is good on the web.

SUPPORT OUR CAUSE
Spread the word by sharing the cute.
Facebook »
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Firefox is made by a NON-PROFIT
So we're not only good for the world wide web, we're good for the whole world.

Support KNOXVILLE ZOO
Help them help the cubs grow up.
(We wish they'd stay little forever too, but that is the way nature works.)

Follow us @cubcaretaker
Snowy day here in knoxville: the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "snooze" cams! less than a minute ago

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery.
1 day ago

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DESIGN DIRECTION 1

Video Type Example with Copy Option 2 and Share Option 2

Mozilla Firefox Live

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Snowy day here in knoxville- the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "snooze" cams! less than a minute ago

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery. 1 day ago

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OTHER LANGUAGES  English
Cub Cam Description with Copy Option 3 and Share Option 3

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Follow us @cubcaretaker
Snowzy day here in knoxville. the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "stooze" cam! less than a minute ago

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery. 3 day ago

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DESIGN DIRECTION 1, HEADER OPTION

Live stream with Copy Option 3 and Share Option 3

Firefox Live

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Help them help the cubs grow up. (We wish they'd stay little forever too, but that is the way nature works.)

Follow us @cubcaretaker
Snowy day here in Knoxville: the zoo is closed, but you can check out the pandas in the snow on the "gnaw" & "Snooze" cams! less than a minute ago

The cubs have been extremely interested in zoo visitors this morning, much to the delight of anyone who came by the nursery. 1 day ago

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Welcome to Firefox Live

Looks like you’re using Google Chrome as your web browser.

Just curious, did you know you have a non-profit alternative? That there’s a browser built to protect you rather than profit off of you? A browser with a mission to ensure the web remains an open, transparent and safe public resource for the good of humanity?

It’s okay. Now you know.

We’re Firefox and we’d love it if you tried us out. Thanks for reading. Enjoy our adorable mascot.

Switch to Firefox ▶️ View the cute ▶️
Welcome back.

We're happy you like our adorable mascot. We hope you find our non-profit ideals just as endearing.

If you'd like to learn more about Firefox's mission or just want to keep up to date on the latest features, just “like” or “follow” us.

Together, we can ensure the web remains a force of good.

Stay in touch.
As a non-profit, we’re the only browser that can truly protect you, make innovations that empower you, and ensure the web remains an open, transparent and safe resource for you.

Much like these endangered cubs, the web needs care and protection.

Help us by sharing the cute.